

What is claimed is:

1. A package of flexible articles adapted to be stacked vertically upon
and beneath other such packages, the package comprising:
 - 5 a plurality of flexible articles;
 - a structural insert partially surrounding the flexible articles, the insert comprising a
base and two opposed side walls extending from the base to define a generally U-shaped
channel for receiving the flexible articles, each side wall extending from the base to a free
edge spaced from the base, and each side wall including at least one cut-out extending into
 - 10 the wall from the free edge thereof; and
 - a flexible outer covering containing the insert and the flexible articles.
2. The package of claim 1, wherein each side wall of the insert includes a
plurality of cut-outs extending into the wall from the free edge thereof to form a plurality of
- 15 evenly spaced-apart support ribs.
3. The package of claim 2, wherein each support rib has the same shape
as an adjacent cut-out.
- 20 4. The package of claim 3, wherein each support rib has the shape of a
rectangle.
5. The package of claim 3, wherein each support rib has the shape of a
triangle.
- 25 6. The package of claim 3, wherein each support rib has the shape of a
truncated triangle.
7. The package of claim 1, wherein each side wall of the insert includes a
plurality of cut-outs extending into the wall from the free edge thereof to form a plurality of
- 30 irregularly spaced-apart support ribs.
8. The package of claim 1, wherein the area defined by the at least one
cut-out is greater than 10% of the total area of the insert.

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9. The package of claim 8, wherein the area defined by the at least one cut-out is greater than 20% of the total area of the insert.

10. The package of claim 8, wherein the area defined by the at least one cut-out is about 30% of the total area of the insert.

11. The package of claim 1, wherein the insert is formed from a corrugated board.

12. The package of claim 1, wherein the flexible articles are contained within at least one package of articles.

13. The package of claim 1, wherein the flexible articles are absorbent articles.

14. The package of claim 13, wherein the absorbent articles are disposable.

15. The package of claim 14, wherein the absorbent articles are training pants.

16. The package of claim 14, wherein the absorbent articles are infant diapers.

17. The package of claim 14, wherein the absorbent articles are feminine care products.

18. The package of claim 1, wherein the flexible outer cover is a polymer film which is compression wrapped about the flexible articles and the insert.

19. A package insert for supporting a plurality of flexible articles within a flexible outer covering wrapped around the insert and the flexible articles, the package insert comprising;

a base; and
two opposed side walls extending from the base to define a generally U-shaped

channel for receiving the flexible articles, each side wall extending from the base to a free edge spaced from the base, and each side wall including at least one cut-out extending into the wall from the free edge thereof.

5 20. The package insert of claim 23, wherein each side wall of the insert includes a plurality of cut-outs extending into the wall from the free edge thereof to form a plurality of evenly spaced-apart support ribs.

 21. The package insert of claim 23, wherein each side wall of the insert
10 includes a plurality of cut-outs extending into the wall from the free edge thereof to form a plurality of irregularly spaced-apart support ribs.

 22. The package insert of claim 24, wherein each support rib has the same
15 shape as an adjacent cut-out.

 23. The package insert of claim 26, wherein each support rib has the shape
of a rectangle.

 24. The package insert of claim 26, wherein each support rib has the shape
20 of a triangle.

 25. The package insert of claim 26, wherein each support rib has the shape
of a truncated triangle.

25 26. The package insert of claim 23, wherein the area defined by the at least one cut-out is greater than 10% of the total area of the insert.

 27. The package insert of claim 30, wherein the area defined by the at least
30 one cut-out is greater than 20% of the total area of the insert.

 28. The package insert of claim 30, wherein the area defined by the at least
one cut-out is about 30% of the total area of the insert.

 29. The package insert of claim 23, formed from a corrugated board.

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30. A blank for forming a package insert comprising:
a base panel including a first side edge and a second side edge;
a first side wall panel joined to the first side edge, the first side wall panel comprising
a free edge spaced from the first side edge, and at least one cut-out extending into the first
5 side wall panel from the free edge thereof; and
a second side wall panel joined to the second side edge, the second side wall panel
comprising a free edge spaced from the second side edge of the base panel, and at least
one cut-out extending into the second side wall panel from the free edge thereof.
- 10 31. The blank of claim 30, wherein each side wall panel includes a plurality
of cut-outs extending into the wall from the free edge thereof to form a plurality of evenly
spaced-apart support ribs.
- 15 32. The blank of claim 31, wherein each support rib has the same
shape as an adjacent cut-out.
33. The blank of claim 30, wherein the area defined by the cut-outs is about
30% of the total area of the blank.
- 20 34. A method for forming a plurality of package inserts comprising:
forming a first pair of spaced-apart fold lines on a sheet material to define
side edges of bases for a first set of package inserts;
forming a second pair of spaced-apart fold lines on the sheet material to
define side edges of bases for a second set of package inserts, the second pair of fold lines
25 being spaced laterally from the first set of fold lines;
cutting the sheet material along undulating lines adjacent the pairs of fold lines to
form side walls for the package inserts between the fold lines and a plurality of cut edges, at
least one of the cut edges defining support ribs on side walls of one set of package inserts
that alternate with nested support ribs on side walls of a laterally adjacent set of package
30 inserts.
35. The method of claim 34, wherein the at least one cut along the
undulating lines forms support ribs in the side walls of one set of package inserts which
have the same shape as alternating, nested support ribs in the side walls of a laterally
35 adjacent set of package inserts.

36. The method of claim 34, further comprising the step of cutting the sheet material transversely with respect to the fold lines so as to separate each package insert in a set of inserts from adjacent package inserts in the set.

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37. The method of claim 36, further comprising the step of folding the cut side walls of each package insert relative to the base thereof, along the fold lines, to define a generally U-shaped channel.

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38. A package of flexible articles adapted to be stacked vertically upon and beneath other such packages, the package comprising:

a plurality of flexible articles;

a structural insert partially surrounding the flexible articles, the insert comprising a base and two opposed side walls extending from the base to define a generally U-shaped channel for receiving the flexible articles, each side wall extending from the base to a free edge spaced from the base, and each free edge defining an undulating pattern; and

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a flexible outer covering containing the insert and the flexible articles.

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39. The package of claim 38, wherein the undulating pattern comprises a plurality of evenly spaced-apart support ribs.

40. The package of claim 39, wherein each support rib has the same shape as an adjacent support rib.

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41. The package of claim 40, wherein each support rib has the shape of a rectangle.

42. The package of claim 40, wherein each support rib has the shape of a triangle.

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43. The package of claim 40, wherein each support rib has the shape of a truncated triangle.